

Misses

MAY 29 1944

FILE COPY

SUN	MON	TUES	WED	THURS	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MAY 26, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing	COTTON WEEK WINDOW DISPLAY A tribute to Cotton Week, arranged by students of the Display Class, in the School's 52nd Street display window, featuring the newest thing in striped cotton dresses, designed by Frank Murphy, Traphagen graduate, now stylist for Pacific Mills, and loaned by them. For further information, contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Now Showing	"THE ORGANDY AISLE" Eight cheery summer rooms, done in crisp organdy...some white, some pastels, and some combining chintz, all affording home furnishings ideas. Press and public invited. Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN & CO.	HOME FURNISHINGS DEPT. 4TH FLOOR
Now Available	BOOKLET: HINTS FOR HOME SEWERS "Making a Dress at Home", by Margaret Smith, home economist, is title of Bulletin #1954 issued by the United States Department of Agriculture and available by sending 10¢; discount of 25% on orders for 100 copies or more. This booklet is of interest in the pattern and fabrics departments of stores. It contains directions, photographs, and line drawings of the successive steps in the making of a garment. To receive, write to Superintendent of Documents, Washington, D.C.	U.S. DEPARTMENT OF AGRICULTURE	SUPT. OF DOCUMENTS WASHINGTON, D. C.
Now Showing	INITIAL COLLECTIONS OF AUTUMN MILLINERY This group of millinery makers of hats that retail from \$15-\$25 are now showing their complete fall lines to Buyers and Press in their display rooms. Members of the guild, now showing, include: BERNICE CHARLES, DAVE HERSTEIN CO. EDGAR J. LORIE, MABEL ELLSWORTH VOGUE HATS, GARFUNKEL MAKERS GERMAINE MONTABERT, INC. JEANNE TETE, INC. G. HOWARD HODGE HARRYSON HATS	THE MILLINERY CREATORS GUILD, INC.	INDIVIDUAL NEW YORK SHOWROOMS 711 FIFTH AVENUE 711 FIFTH AVENUE 711 FIFTH AVENUE 711 FIFTH AVENUE 20 WEST 57TH ST. 711 FIFTH AVENUE 711 FIFTH AVENUE
Now Going On	WAR TIME COOKING SCHOOL Ruth Carman, dietician and food expert, will conduct a series of cooking sessions every Tuesday and Thursday at 2:30 P.M. She will talk about planning well balanced meals, showing how to use left-overs, save points, can foods, recognize quality in selection, and other useful tips. Food prepared during demonstration will be distributed, together with recipes. Open to public, free. Press invited. Publicity: Ann Haverlin, TR. 5-8100.	FREDERICK LOESER BROOKLYN	5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going On	LITTLE THEATRE FOR CHILDREN Each week there is a new daily musical show at 4:00 P.M. to entertain young people. This week, "A Toyland Wedding", enacted by the children's group of the Robotti-Moser Studios. Also daily at 11:00 A.M. and 2:00 P.M., Macy's Little Theatre will show children's movies and cartoons. All children invited, free. Publicity: Sue Raices, CH. 4-2000.	R. H. MACY & CO., INC.	TOY DEPARTMENT 5TH FLOOR
Now Available	BOOKLET: SHOE FITTING Valuable hints for correct fitting of shoes under war conditions, published in a booklet issued upon request through the branch offices of the company's footwear division. Included are up-to-date facts on the use of synthetic rubber in footwear. Useful in helping retailers train new sales people in the fundamentals of shoe fitting. Contact: U. S. Rubber Co., Footwear Division, Rockefeller Center.	UNITED STATES RUBBER COMPANY	ROCKEFELLER CENTER NEW YORK
Now Showing	SUMMER EXHIBIT: SOUTHLAND ACCESSORIES This is the first of three displays featuring accessories and useful decorative articles made of Florida flora and fauna. The Riviera Crafts is made up of a group of Florida craftsmen who create jewelry, accessories and decorative pieces from material on hand on the Florida Keys. Artistic simplicity and good taste describe these articles. Open to public. Press invited. Publicity: Frances Wright - 485 Madison Avenue.	RIVIERA CRAFTS	AMERICA HOUSE 485 MADISON AVENUE
Now Going On	CONTEST: FOR MISS "COVER GIRL" OF BROOKLYN In cooperation with Columbia Pictures' searching nationally for the "Cinderella Cover Girl of 1944", Namm's has been designated as Brooklyn headquarters for the contest. All Brooklyn girls are invited to submit photographs. Winner in the Namm selection for the National winner will be awarded a complete summer outfit, plus a stage debut at the Fox Theatre in Brooklyn. Entries by June 8th. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	THROUGHOUT THE STORE
Now Going On- June 20	BACK-TO-SCHOOL WARD- ROBE DESIGNING CONTEST A special contest for teen-agers with fashion creation yearnings. Entries judged by committee of stylists, society women, etc. Contest includes designs in every branch of apparel, except hats, for the teen-age set. \$25 War Bond to the winner in each class, and the winning design will be featured in a Back-to-School Fashion Show in the fall. Entry blanks available to teen-agers at the Namm Store. Publ.: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE'S "ALL GIRLS" CLUB	THROUGHOUT THE STORE
Saturday May 27 11:00 A.M.	"POLLY PIGTAILS" FASHION SHOW "Polly Pigtails" picks her wardrobe in sizes 7-12 and Betty Green of Parents' Magazine commentates. Powers & Conover models will parade summer fashions, play, beach and suit ensembles, and some early fall fashions. Marion Loveridge, the "Betsy Ross" girl will entertain and a "Polly Pigtail" board of seven little girls will be chosen. All invited. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING 7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday May 27 11:00 A.M. On.....	FUN FOR THE CHILDREN This week, Lee Ross, Juggler, will be the entertainment feature for the youngsters. Performances at 11:00 and 11:45 A.M. in the Boys' Department; 12:30 and 1:45 P.M. in the Girls' Shop. Children will be amused while their mothers shop in the store; they are also looked after, free, of course. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK, N. J.	2ND AND 4TH FLOORS
Saturday May 27 3:00 P.M.	SUB-DEB MODEL TRAINING COURSE This is a try-out for high school students wishing to become models. They are used in style presentations by the store, and selected for future professional purposes. Open to New Jersey High School students. Contact: Betty Barrett, Director, Sub-Deb Model Training Course. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK, N. J.	AUDITORIUM 9TH FLOOR
Sunday May 28	AIR STYLES FASHION PROJECT The first Commencement Aviation Style and Flight Show will be presented on this campus where the only flight school of this kind for women operates as part of the regular college course. "Hitting the Sky in Style" will be demonstrated by a fashion show designed and supervised by Muriel King of New York and Hollywood, fashion creator. It will include grease-monkey outfits, street dresses and evening dresses for women who will fly about in numbers after the war. Contact: Stephens College, Columbia, Missouri.	STEPHENS COLLEGE	COLUMBIA MISSOURI
Sunday May 28	GRAND OPENING OF THE PICTURE GALLERIES After two years of being in hiding due to the war, all the valuable paintings of the Metropolitan Collection will go back on exhibition to the public. Included are paintings from the Bache collection, the Altman collection, and others from the French, Italian, and low countries. Open to public. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVENUE AT 82ND STREET

WEEK BEGINNING MONDAY, MAY 29, 1944

May 29- June 5	FALL FASHION OPENINGS	LEADING N.Y. COAT AND SUIT HOUSES	INDIVIDUAL NEW YORK SHOWROOMS
May 31	DECORATION DAY	STORES CLOSED	
Wednesday May 31 8:30 P.M.	2ND LECTURE IN POST- WAR PLANNING SERIES "The Planning Function in a Democracy," is the topic to be discussed by John Merriman Gaus, Professor of Political Science, University of Wisconsin. This is second in a series of four Wednesday evening lectures on Post-War Planning. Admission \$2 for series to public; \$1 for members; individual lectures, 60¢ to public; 30¢ to members. Publicity: Sarah Newmeyer, CI. 5-8900.	JOHN MERRIMAN GAUS, UNIVERSITY OF WISCONSIN	MUSEUM OF MODERN ART 11 WEST 53RD STREET
Wednesday May 31- June 2	CONTEST OF "NO SEAM" RAYON STOCKINGS This is a quiz contest; customers answer five questions and deposit them in a box, in store. Twelve winners' names drawn by the first "No Seam"	ABRAHAM & STRAUS BROOKLYN	CENTRAL BUILDING STREET FLOOR

(Continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

stocking customer on Monday morning, June 5, will receive three pairs of Hanes "No Seam" stockings. Daily parade of the Hanes hose on models in 5th floor Restaurant, 11:30 A.M.-12:15 P.M. Publicity: Emily Adamson, TR. 5-7200.

Thursday June 1 10:30 A.M. Breakfast	PRESS PREVIEW: FALL DRESS COLLECTION First showing to the Press of the Fall fashions created by Mollie Parnis, designer. Publicity: Hope Associates, PL. 3-3390.	PARNIS-LEVINSON	SHOWROOM 530 7TH AVENUE
Thursday June 1 5-8 P.M.	HOUSEWARMING PARTY Attendance by invitation only. Publicity: Helen Golby, PL. 5-8800.	REVLON PRODUCTS, INC.	NEW OFFICES & SHOWROOM 745 5TH AVENUE
Friday June 2 1:00 P.M.	GRADUATION LUNCHEON OF FASHION CLASS 80 young women graduates, representing every section of the United States (and Hawaii), will be guests of this fashion-career school at a formal graduation ceremony and luncheon. Press by invitation. For further information, contact: Laboratory Institute of Merchandising, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	WALDORF ASTORIA HOTEL PERROQUET SUITE
Friday June 2 1:00 P.M. Luncheon	ANNUAL LUNCHEON: HIGH SCHOOL BOARD AWARD This is the wind-up of the High School Board's activities, climaxed by awarding a \$200 wardrobe prize to the girl who has most distinguished herself during the year, in salesmanship, idea contests, and general interest. The wardrobe is intended to start her off in college. Attendance by invitation only. Publicity: Etta Loughran, CH. 4-2000.	R.H. MACY & CO., INC.	EXECUTIVE DINING ROOM 13TH FLOOR
Friday June 2- June 10	ANNUAL EXHIBIT OF STUDENT WORK The 21st annual exhibition of the work of pupils of the Art and Clothing Construction departments. Open 10:00 A.M.-10:00 P.M., Monday-Friday; 10:00 A.M.-5:00 P.M., Saturdays; 1:00 P.M.-5:00 P.M., Sundays. Open to public. Press invited. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Monday June 5- June 9	FIRST SHOWING: M.F.I. FALL HATS Instead of paying \$100 admission, plus \$50 for each model, the Empire Hat Block Co. is enabling manufacturers to purchase the hat block on which these hats, created by Lily Dache, Sally Victor, and John Fredericks are made. This affords buyers inspirational stimulation, and gives them ample time to see the models of interest to them. This showing daily at 9:30 A.M.-12:30 P.M. and again at 2:00-5:00 P.M. is intended for the trade. For further information, contact: Miss Heller, MU. 2-3947.	M.F.I. AND EMPIRE HAT BLOCK COMPANY	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Monday June 5	PRESS PREVIEW: FUR FASHIONS This will be a Mink Fashion Presentation which the Press will attend, strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	ESTHER DOROTHY (78 E. 56TH ST.)	PLAZA HOTEL 5TH AVE. AT 59TH ST.
Monday June 5	FALL BLOUSE COLLECTION New trends in Blouse Fashions for Fall, shown in this complete collection designed to feature the blouse as the backbone of this Fall's wardrobe. Press by appointment. Publicity: Ann R. Silver Associates, MU. 2-8633.	GLENWEAR LIMITED	1372 BROADWAY 18TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 5	<p>OPENING FALL LINES</p> <p>Members of the Guild who will show their lines include:</p> <p><u>Now Showing</u></p> <p>DEITSCH, WERSBA & COPPOLA</p> <p><u>Monday, June 5</u></p> <p>CARLYE DRESS CORP.</p> <p>A. GOODMAN & CO.</p> <p>FRED GREENBERG DRESS CO.</p> <p>INTERNATIONAL DRESS CO.</p> <p>LA RUE DRESSES, INC.</p> <p><u>Tuesday, June 5</u></p> <p>CAPRI FROCKS, INC.</p> <p>JOSEPH HALPERT & CO.</p> <p>JUNIOR LEAGUE FROCKS, INC.</p> <p>DAVID LEONARD & LEVINE CO.</p> <p>MARY LEE, INC.</p> <p>C. H. D. ROBBINS CO.</p> <p><u>Wednesday, June 7</u></p> <p>MARTIN SIMON, INC.</p> <p>Contact: Leonard Gendler, Executive Secretary, CH. 4-6945</p>	<p>FASHION ORIGINATORS' GUILD OF AMERICA</p> <p><u>Thursday, June 8</u></p> <p>KAPLAN & GRABOIS</p> <p>PARNIS-LEVINSON, INC.</p> <p>HERBERT SONDHEIM, INC.</p> <p><u>Friday, June 9</u></p> <p>SAMUEL KASS</p> <p><u>Monday, June 12</u></p> <p>WILLIAM BASS DRESS CO.</p> <p>ED GERRICK, INC.</p> <p>SUZANNE-AUGUSTINE, INC.</p> <p><u>Tuesday, June 13</u></p> <p>HANSEN BANG, INC.</p> <p>FOX-BROWNIE, INC.</p> <p><u>Wednesday, June 14</u></p> <p>BEN REIG CO.</p> <p><u>To Be Announced</u></p> <p>ANTHONY BLOTTA</p>	<p>INDIVIDUAL NEW YORK SHOWROOMS</p>
Starting Monday June 5	<p>FALL FASHIONS ON DISPLAY</p> <p>Showings daily at 10:00 A.M. and 2:30 P.M. Contact: Joseph Levay & Co., LA. 4-0335.</p>	JOSEPH LEVAY & CO.	<p>SHOWROOM</p> <p>498 - 7TH AVENUE</p>
Beginning Monday June 5	<p>FALL SPORTWEAR LINES OPEN</p> <p>Members of the Sportswear Guild who will show their lines include:</p> <p><u>June 5</u></p> <p>SPORT-CRAFT</p> <p>STAR-MAID DRESSES</p> <p><u>June 6</u></p> <p>ADLER & ADLER, INC.</p> <p>KANE-WEILL</p>	<p>SPORTSWEAR GUILD</p> <p><u>June 7</u></p> <p>DAVIDOW</p> <p>DAVID M. GOODSTEIN, INC.</p> <p>MUTUAL-ROSENBLOOM CO.</p> <p><u>June 8</u></p> <p>CHARLES W. NUDELMAN, INC.</p> <p>ZOLTAN ROSENBERG</p>	<p>INDIVIDUAL NEW YORK SHOWROOMS</p>
Tuesday June 6, June 13	<p>RED CROSS CANNING SESSIONS</p> <p>These 2 sessions, of importance in this summer's food preservation program, will be conducted by Mrs. Sylvia Neubauer and Miss Pauline Leonard, Red Cross instructors. They will lecture and give practical demonstrations. Open to public and press, free. Publ.: Emily Adamson, TR. 5-7200.</p>	<p>ABRAHAM & STRAUS</p> <p>BROOKLYN</p>	<p>EAST BUILDING</p> <p>5TH FLOOR</p>
Wednesday June 7	<p>SEMI-ANNUAL KNIT-WEAR FASHION SHOW</p> <p>This is the tenth Semi-Annual Fashion Show, held under the direction of June Hamilton Rhodes, Publicity and Promotion Council and Commentator for this show. Buyers and Fashion Press are invited to view the 1944 Fall Knitwear Fashions. Publicity: June Hamilton Rhodes, WI. 7-7476.</p>	WOOL KNIT ASSOCIATES	<p>PIERRE HOTEL</p> <p>GRAND BALLROOM</p>
Wednesday June 7	<p>3RD LECTURE ON POST-WAR PLANNING</p> <p>This lecture, third in a series of four on Post-War Planning, devoted to a discussion of "The Role of Government in Planning Housing", will be given on Wednesday evening at 8:30 P.M. Open to public. Admission, 60¢ to public; 30¢ to members. Publicity: Sarah Newmeyer, CI. 5-8900.</p>	<p>JOHN IHLDER, NATIONAL HOUSING AUTHORITY</p>	<p>MUSEUM OF MODERN ART</p> <p>11 WEST 53RD STREET</p>

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 8 2:30 P.M.	OPENING: JUNIOR FALL FASHIONS Milgrim's wholesale division, complete with new Fall line for Buyers, Trade and Press. Publicity: Ruth Waltz, CI. 7-7200.	SALYMIL OF MILGRIM'S	SALON 6 WEST 57TH STREET
Thursday June 8 4:00 P.M.- 6:00 P.M.	PRESS PREVIEW: NEW "COLD WAVE" Introducing "Joan Claire", the new Cold Wave by Clairol, to the New York Press. Attendance by invitation. Publ.: Rosemary Sheehan, CO. 5-3147.	CLAIROL	AMBASSADOR HOTEL LOUNGE
Saturday June 10	9TH ANNUAL ENTERTAIN- MENT: "PAGE 1 OF 1944" Entertainment and dance, including Page 1 Awards to outstanding personali- ties of stage, screen, radio, and sports. For further information, con- tact: Newspaper Guild of New York, MU. 3-9465.	NEWSPAPER GUILD OF NEW YORK	COMMODORE HOTEL GRAND BALLROOM
Beginning Monday June 12	5TH WAR LOAN CAMPAIGN The quota set for all employees in stores in this country is \$300 in bond sales per person. The total quota of the nation's five million retail employees who sell \$300 in "E" bonds equals one and one-half billion dollars. A number of store tie-ups are suggested and available by the United States Treasury Department through the Central Council of National Retail Associations. On Wednesday, June 21st, the Fifth Avenue Association in cooperation with the Treasury Department contemplates the installation of War Bond displays in all 5th Avenue Store windows, thus creating "The Avenue of the Allies". Publicity: Leonard Hornbein, ME. 3-6070.	DEPARTMENT STORES	ALL OVER U. S. A.
Tuesday June 13 9:15 A.M. Breakfast	PRIVATE TRADE SHOWING OF FALL CREATIONS This is the second collection of "Young Originals", unusual junior and teen-age designs for this fall and winter. Attendance by invitation only. Contact: Roy Chalk, BR. 9-3336.	EMILY WILKENS, YOUNG ORIGINALS	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
Tuesday June 13 2:30 P.M.	SHOWING FALL AND WINTER COLLECTION The first view of Hansen Bang's Fall Collection including sportswear, dresses, costumes, and coats. Contact: Hansen Bang, BR. 9-4020.	HANSEN BANG, INC.	SHOWROOM 498 7TH AVENUE
Wednesday June 14 1:00 P.M. Luncheon	NECKWEAR FASHION SHOW AND LUNCHEON A complete collection of wide-range scarfs and neckwear for this Fall, with a salvage, conservation slant in mind. Commentator at this show will be Dorothy Wallis of Women's Wear. Open to public. Press by invi- tation. Luncheon \$2. Publicity: Dora Miller, LO. 3-4285. Plaza Publicity: Alma Zaiss, PL. 3-1740.	NATIONAL WOMEN'S NECK- WEAR & SCARF ASSOCIATION	PLAZA HOTEL PERSIAN ROOM
Wednesday June 14 4:00 P.M.- 7:00 P.M.	FASHION SHOW AND PRESS PARTY The 4th Annual National Sewing Contest Fashion Show and Cocktail Party, sponsored by the National Needlecraft Bureau, will wind up with prize awards to the National champions. The New York contest is being con- ducted by Alma Kitchell, over WJZ. Publicity: Gwenn McKenna, 485 Madison Avenue, EL. 5-5580.	NATIONAL NEEDLE- CRAFT BUREAU	WALDORF ASTORIA HOTEL SERT ROOM

*see mil at to
masters of ceremonies*

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 15	FALL SHOWING: COSTUME JEWELRY The complete New Fall line of fashion jewelry, including the famous stone-studded Corocraft, plus the new collection of Mexican Silver, imported from "South of the Border". Also, Back-to-School novelties, and original Andre designs in high style fashion jewelry. Press by appointment. Contact: Ann R. Silver Associates, MU. 2-8633.	COHEN-ROSENBERGER, INC.	SHOWROOM 47 WEST 34TH STREET
Thursday June 15	BRIDAL BUSINESS CLINIC This two-day program begins with an opening breakfast Thursday at 8:45 A.M. at the Ritz Carlton Hotel with showings of trousseaux lingerie. This is followed by discussions of bridal business and coordinated selling plans. Thurs. at 12:30 P.M., a Press luncheon is scheduled at the Pierre where Edward A. Allen, Pres. of NRDGA and Director of U.S. Chamber of Commerce, will be guest speaker. Also, the N.Y. Press will meet visiting bridal secretaries and buyers of bride's merchandise. On Fri. at 10 A.M. Dr. Gayelord Houser, author of "Diet Does It", will address the Fashion Press; subject, Beauty and Dieting, a phase of the cosmetic program. Thurs. afternoon and Fri. are taken up by discussions by authorities on bridal living, etiquette, cosmetics, fashions and other bridal services. Contact: Alexandra Potts, MU.2-1490.	ALEXANDRA POTTS OF THE BRIDE'S MAGAZINE	RITZ CARLTON HOTEL CRYSTAL GARDENS
Friday June 16			
Thursday June 15 4:00 P.M.	PREVIEW: FALL MILLINERY COLLECTION Presenting Florence Reichman's Advance Fall Millinery Collection for the Press, buyers, and buying offices. Attendance, strictly by invitation. Publicity: Marion Hano, PL. 8-1525.	FLORENCE REICHMAN	SALON 1 WEST 57TH STREET
Saturday June 17 8:00 P.M.- 12:00 P.M.	GIANT SPORTS CARNIVAL FOR WAR BOND DRIVE Admission to this giant bond-selling sports Carnival is the purchase of a \$25 War Bond; reserved seats cost \$100 bond; and box seats, \$1000. There will be a complete sports program including tennis, basketball, baseball, soccer, hand-ball, track, etc. In a word, an All-American-Olympics. M.C'd by outstanding personalities of the sporting world. Publicity: Sue Raices, CH. 4-2000.	R. H. MACY & CO.	POLO GROUNDS 155TH STREET, BRONX
Monday June 19	OPENING: 27TH SEASON STADIUM CONCERTS The outdoor opening program this summer will feature violinist Fritz Kreisler, playing an all-Tschaikowsky program conducted by Sir Thomas Beecham. Concert committee include Mrs. Charles Guggenheimer, Mrs. Pierpont Morgan Hamilton, and Arthur Judson, Manager. Tickets, 25¢-\$1.50. For further information, contact: Stadium Concerts, CI. 7-7575.	STADIUM CONCERTS INC.	LEWISOHN STADIUM 138TH ST. AT AMSTERDAM
Monday June 26- July 1	"SWIM FOR HEALTH" CAMPAIGN This is the 9th Annual "Swim for Health" Campaign. Purpose: to increase American swimming; to assist Red Cross and Armed Services in teaching everyone to swim; to further physical fitness programs in defense plants and in everyday life; Bulletins, posters and display ideas will be available to stores. Apply, Martin Stern, Director, Nation-wide Learn to Swim campaign, 60 East 42nd Street, VA. 6-0543.	BATHING SUIT MAKERS & PATRIOTIC SERVICES	STORES ALL OVER THE COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 26- June 30	OPENING: DISPLAY MARKET WEEK Two features of Display Market Week are: a telecast demonstration by N.B.C. on "What Television Means to the Display Manager in the Post-War Store"; also, a forum on the changes of display techniques in the past twenty-five years. Additional discussions on packaging and other phases of display. Contact: National Association of Display Industries, BR. 9-8848.	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES	PENNSYLVANIA HOTEL B'WAY AT 33RD STREET
Wednesday July 5 3:00 P.M. <i>June 13 3:30</i>	PRESS PREVIEW: FALL MILLINERY COLLECTION Just back from her Guatemalan trip, with exciting ideas, Helene Garnell will present her first Fall Collection of vibrant, colorful hats to the Press. Attendance by invitation only. Publ.: Lydia Strate, PL. 3-9017.	HELENE GARNELL	SALON 40 EAST 51ST STREET
Thursday July 6 11:00 A.M.	PRESS PREVIEW: FALL MILLINERY This will be a formal showing of Braagaard's Fall Millinery before the Press, who will be admitted by invitation only. Publicity: Rosemary Sheehan, CO. 5-3147.	BRAAGAARD	SALON 17 WEST 57TH STREET
Thursday July 6 3:30 P.M.	PRESS SHOWING OF FALL MILLINERY The new 1944 Fall Hat Collection of Walter Florell...a showing that receives more and more attention each season. Press by invitation only. Publicity: Mr. Frederic, PL. 5-0895.	WALTER FLORELL	SALON 29 EAST 53RD STREET
Saturday July 10	COUNTRY WIDE FASHION PRESS COMING TO N.Y. For the third time, the New York Dress Institute is inviting over 100 newspaper women from Maine to California to visit New York and inspect Fall collections of the leading creators. After the high price lines have been seen in the show rooms, the N.Y.D.I. will stage a big style show featuring inexpensive and medium price dresses. This will climax the week. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	NEW YORK CITY
Tuesday July 11	FALL MILLINERY FASHION SHOW	MILLINERY STABILIZA- TION COMMISSION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Saturday July 31	OFFICIAL FALL MARKET WEEK This market week is planned five weeks later than usual, because of disturbed conditions in the industry. Generally, this event takes place in May or June. However, deliveries will be made as fast as possible. Contact: Corset and Brassiere Association, GR. 5-6733.	CORSET & BRASSIERE ASSOCIATION	INDIVIDUAL NEW YORK SHOWROOMS

DATES AHEAD

May 31	MEMORIAL DAY (Tues.)	Aug. 19	NAT'L AVIATION DAY (Sat.)
June 18	FATHER'S DAY (Sun.)	Sept. 4	LABOR DAY (Mon.)
June 21	SUMMER BEGINS (Wed.)	Sept. 11	SCHOOL BEGINS (Mon.)
July 1	CAMP SEASON OPENS (Sat.)	Sept. 18	JEWISH NEW YEAR (Mon.)
July 4	INDEPENDENCE DAY (Tues.)	Sept. 22	AUTUMN BEGINS (Fri.)
	Sept. 27	JEWISH DAY OF ATONEMENT (Wed.)	

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

- Just....."MR. SKEFFINGTON" (Movie) HOLLYWOOD THEATRE, BROADWAY AT 51ST ST.
 Opened Warner Brothers dramatic picture, starring Bette Davis and Claud Rains.
 Costumes, Orry Kelly. Publicity: Eve Siegel, CI. 6-1000.
- Friday.....PREMIERE: "MAKE YOUR OWN BED" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.
 May 26 This is a Warner Bros. picture, starring Jane Wyman, Jack Carson and Irene
 Manning. A modern comedy about the servant problem. Costumes, Milo
 Anderson. Publicity: Eve Siegel, CI. 6-1000.
- Saturday....PREMIERE: "GOYESCAS" (Movie) WORLD THEATRE, 153 WEST 49TH STREET
 May 27 A colorful, Spanish-made musical comedy with many Spanish stars. Dis-
 tributed by R.K.O. Publicity: Rutgers Neilson, CO. 5-6500.
- Saturday....PREMIERE: "IT HAPPENED TOMORROW" (Movie) GOTHAM THEATRE, B'WAY AT 47TH ST.
 May 27 A United Artists picture with Dick Powell, Linda Darnell, Jack Oakie, and
 others. Costumes, Rene Hubert. Publicity: Arthur Jeffrey, BR. 9-7300.
- Monday.....NEW RADIO PROGRAM: "HOLLYWOOD STAR TIME" BLUE NETWORK WJZ
 May 29 A new daily coast-to-coast radio show with top-name radio artists and
 movie stars will acquaint the public with what is going on at R.K.O.
 through interviews. Music, too. Publicity: Rutgers Neilson, CO. 5-6500.
- Monday.....OPENING: "A STRANGE PLAY" MANSFIELD THEATRE, 256 WEST 47TH ST.
 May 29 This play, plus a curtain raiser called "According to Law", stresses the
 8:40 P.M. rights of man in a democracy. Publicity: Harry Davies, BR. 9-9074.
- Tuesday.....PREMIERE: "THE GHOST CATCHERS" (Movie) CRITERION THEATRE, 1514 BROADWAY
 May 30 A Universal film starring Olsen and Johnson, Andy Devine, Gloria Jean,
 Morton Downey and others. A typical Olsen and Johnson vehicle. Costumes,
 Vera West. Publicity: Al Horwits, CI. 7-7100.
- Wednesday...PREMIERE: "EVE OF ST. MARK" (Movie) ROXY THEATRE, 7TH AVE. AT 50TH ST.
 May 31 This is a 20th Century-Fox film, starring Anne Baxter, Vincent Price,
 Michael O'Shea and others. A drama about the war. Costumes by Bonnie
 Cashin. Publicity: Jeannette Sawyer, CI. 6-0950.
- Thursday....PREMIERE: "TENDER COMRADE" (Movie) CAPITOL THEATRE, B'WAY AT 51ST STREET
 June 1 An R.K.O. picture starring Ginger Rogers, Robert Ryan, and others. It
 deals with problems of service men's wives. Costumes, Edith Head and
 Renie. Publicity: Rutgers Neilson, CO. 5-6500.
- Saturday....OPENING: "SKATING VANITIES", MADISON SQUARE GARDEN, 8TH AVE. AT 50TH ST.
 June 3 A musical extravaganza on wheels, headed by Gloria Nord, skating ballerina,
 and the Gae Foster Girls on roller skates. Publicity: Ross Associates,
 BR. 9-5906.
- Monday.....PREVIEW: "THEY MET IN MOSCOW" (Movie) VICTORIA THEATRE, B'WAY AT 46TH ST.
 June 5 A realistic musical comedy, made in Russia. Gala premiere under auspices
 of National Council, American-Soviet Friendship. For tickets, Contact:
 Norman Corwin, National Council American-Soviet Friendship, 232 Madison Ave.
- Tuesday.....PREMIERE: "DR. WASELL" (Movie) RIVOLI THEATRE, 1620 BROADWAY
 June 6 A Paramount picture starring Gary Cooper, Lorraine Day, and others, about
 the life of the heroic Navy Doctor at Java; as recounted by President
 Roosevelt in one of his fireside chats. Costumes, Natalie Visart.
 Publicity: Aileen Brenon, BR. 9-8700.
- Wednesday...PREMIERE: "AND THE ANGELS SING" (Movie) PARAMOUNT THEATRE, TIMES SQUARE
 June 7 A Paramount picture starring Dorothy Lamour, Betty Hutton, Fred MacMurray,
 and Diane Lynn. A musical comedy built around a sister-act. Costumes,
 Edith Head. Publicity: Aileen Breneon, BR. 9-8700.
- Wednesday...OPENING: GOLDMAN'S SUMMER CONCERTS, CENTRAL PARK, N.Y., PROSPECT PARK, BKLYN.
 June 14 Edwin Franko Goldman, conductor, is back again beginning June 14th. Con-
 certs will be given every Monday, Wednesday and Friday at the Central Park
 Mall; and Tuesday, Thursday and Saturday in Prospect Park, Brooklyn. All
 concerts begin at 8:30 P.M.